

REMARKS

Claims 3 - 4, 6 - 12, 14 - 16, 18, and 22 - 23 are pending. Claims 1 - 2, 5, 13, 17, and 19 - 21 have been cancelled. Claims 22 and 23 have been added. Claims 3, 4, 6, 11, 14 - 16, and 18 have been amended. Reexamination and reconsideration of the present application is respectfully requested.

In the Office Action dated March 7, 2005, the Examiner rejected claims 1 and 19 under 35 U.S.C. § 101 because the claimed invention was directed to non-statutory subject matter. The applicant has cancelled claims 1 and 19.

In the Office Action dated March 7, 2005, the Examiner rejected claims 1 - 6 under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 6,038,545 to Mandeberg ("the Mandeberg reference"). The Examiner did not list claims 11 - 21 in the heading of paragraph 6, but did detail the rejection of claims 11 - 21 as being anticipated by the Mandeberg reference in pages 5 - 9 of the Office Action. Accordingly, the applicant understands that claims 11 - 21 have been rejected as being anticipated by the Mandeberg reference.

The Examiner rejected claims 7 and 9 under 35 U.S.C. § 103(a) as being unpatentable over the Mandeberg reference in view of U.S. Patent No. 5,986,654 to Alexander et al. ("the Alexander reference"). The Examiner rejected claims 8 and 10 under 35 U.S.C. § 103(a) as being unpatentable over the Mandeberg reference in view of U.S. Patent 5,455,852 to Elrod et al. ("the Elrod reference"). The applicant respectfully traverses these rejections.

Independent claim 23 recites:

A system for managing content, comprising:
at least one development computer site; and
a central computer site for supporting a generic product with a plurality of features, the central site including

- a visual customization tool, the at least one development computer site interacting with the visual customization tool by communicating with the at least one development site to generate a customized product of the generic product based on the at least one development computer site's selection of a subset of the plurality of features;
- a runtime engine to perform a test on the customized product and generate debug data;**
- a test driver tool to receive an instruction from the development computer site to trigger the runtime engine to perform the test on the customized product; and**
- a visual log viewer for visually viewing the debug data generated by the runtime engine during the test on the customized product.

In the Office Action, the Examiner rejected claim 1, which had limitations similar to claim 23 under 35 U.S.C. § 102(b) as being anticipated by the Mandeberg reference. (*Office Action page 2*). The Examiner states that the Mandeberg reference discloses a central site for supporting a generic product having a plurality of features, which can be customized by on-site users based on a plurality of features. The Examiner states that the Mandeberg reference discloses that the product is maintained at a central site where test reports are sent. Further, the Examiner states that the Mandeberg reference discloses a control and monitoring station and customization tool (Creative Partner agent) to interface with the development site. (*Office Action, pages 3 and 4*).

Claim 23 distinguishes over the cited references. Specifically, the Mandeberg reference discloses that a central control and monitoring station 108 enables a system operator to collect data from the client and site database 110 and the presentation database 104 in order to create digital multimedia presentation packages for each site. The digital multimedia presentation may be determined in part by specific instructions or

data from the various sites, which may be entered at the on-site control and monitoring station 116 and processed through the store to administration server 112. (*Mandeberg, col. 6, lines 4 - 16*). The Mandeberg reference also discloses that a test is made to determine that there is an appropriate digital multimedia presentation displayed. If an error occurs in playback, a default multimedia presentation is displayed. (*Mandeberg, col. 9, lines 32 - 37*). The Mandeberg reference discloses that a CreativePartner agent 304 copies package files to on-site players 118 via the distribution server 106 which is connected to a wide area network 114.

Information such as on-site player operating status and the current displayed multimedia presentation can also be provided from the on-site players 118 via the distribution server 106 and the CreativePartner agent 304 back to the control and monitoring station 108. (*Mandeberg, col. 10, lines 21 - 40*). The Mandeberg reference discloses that a CreativePartner agent 902 is the gateway to the network for the player software. The monitor 904 registers with the CreativePartner agent 902 to receive notification of package arrival. The monitor 904 also interfaces with the CreativePartnerAgent 902 to upload system status reports to the central monitoring system 108. If the monitor 904 is notified of a package arrival, the package is verified and processed, or an error report is generated if the package cannot be verified. (*Mandeberg, col. 11, lines 50 - 60*).

The Mandeberg reference does not disclose, teach, or suggest the system for managing content of claim 22. The Mandeberg reference does not disclose a system for managing content including a development computer site and a central computer site, the central computer site including a **runtime engine to perform a test on the**

customized product and generate debug data; a test driver tool to receive an instruction from the development computer site to trigger the runtime engine to perform the test on the customized product; and a visual log viewer for visually viewing the debug data generated by the runtime engine during the test on the customized product, as is recited in claim 23. The Mandeberg reference discloses that a test is performed at the player (akin to the claims 23's development site) to determine whether an appropriate multimedia presentation is displayed and also a test is performed to determine if a package has been downloaded correctly. This is not the same as a **central site including a runtime engine to perform a test on the customized product and generate debug data**, as recited in claim 23, because the Mandeberg reference is disclosing only that testing is done at the player (akin to the development site), not at the central site.

Further, the Mandeberg reference does not disclose a system for managing content including a central computer site and at least one development computer site, the central computer site including a **test driver tool to receive an instruction from the development site to trigger the runtime engine to perform the test on the customized product**. The Mandeberg reference does not disclose that the central site (distribution server 106 and control and monitoring station 108) receives an instruction from the on-site player 118 to trigger the performing of a test on the customized product. In contrast, the on-site player runs tests locally. There is no disclosure that the on-site player 118 or on-site monitoring and control station 116 sends a trigger to perform a test on a customized product at a central site, as is recited in claim 23. Accordingly, applicant respectfully submits that claim 23 distinguishes over the Mandeberg

reference.

The Alexander and Elrod references do not disclose, teach, or suggest the system of claim 23, as amended. The Examiner utilizes the Alexander reference to disclose a means to customize a generic web page and the Elrod reference to disclose a means to customize a protocol. (*Office Action, pages 9 and 10*). The applicant understands the Examiner's use of the Alexander references and the Elrod references, but neither of the Alexander and Elrod references disclose a system for managing content including a development computer site and a central computer site, the central computer site including **a runtime engine to perform a test on the customized product and generate debug data; a test driver tool to receive an instruction from the development computer site to trigger the runtime engine to perform the test on the customized product; and a visual log viewer for visually viewing the debug data generated by the runtime engine during the test on the customized product.** Accordingly, applicant respectfully submits that claim 23 distinguishes over the Mandeberg / Alexander / Elrod reference combination.

Independent claims 6, 15, and 22 recite limitations similar to claim 23. Accordingly, applicant respectfully submits that claims 6, 15, and 22 distinguish over the Mandeberg / Alexander / Elrod / Gregory reference combination for reasons similar to those discussed above in regard to claim 23.

Claims 3 - 4, 7 - 12, 14, 16, and 18, depend, indirectly or directly, on claims 6, 15, and 23. Accordingly, applicant respectfully submits that claims 3 - 4, 7 - 12, 14, 16, and 18 distinguish over the Mandeberg / Alexander / Elrod / Gregory reference combination for the same reasons as those discussed above in regard to claims 23.

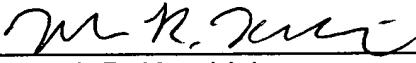
The Applicant respectfully submits that the claims are in condition for allowance.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call either of the undersigned attorneys at the Los Angeles, California telephone number (213) 488-7100 to discuss the steps necessary for placing the application in condition for allowance should the Examiner believe that such a telephone conference call would advance prosecution of the application.

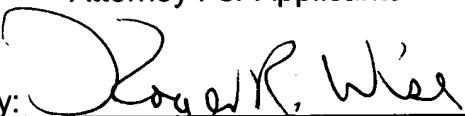
Respectfully submitted,

PILLSBURY WINTHROP SHAW PITTMAN LLP

Date: June 7, 2005

By: 
Mark R. Kendrick
Registration No. 48,468
Attorney For Applicants

Date: June 7, 2005

By: 
Roger R. Wise
Registration No. 31,204
Attorney For Applicants

725 South Figueroa Street, Suite 2800
Los Angeles, CA 90017-5406
Telephone: (213) 488-7100
Facsimile: (213) 629-1033